

# JON SOTO

CREATIVE DIRECTOR / ART DIRECTOR

Lafayette, CA • 415 265 2260 • jonsoto@me.com • jonsoto.com

## OBJECTIVE

To consistently create and nurture remarkable communications across all platforms of media. I strive to enable ideas that excite and inspire through single-minded focus, rooted solidly in empathy, truth and simplicity.

## EXPERIENCE

**Freelance Creative** | San Francisco, CA | Jun 2019 - Present

**Creative Director, Art Director + Writer**

- Creating digital and traditional marketing/advertising concepts for Chiat LA, Argonaut, Swordfish SF, TBD, Publicis Seattle and McGarry Bowen SF

**Facebook** | Menlo Park, CA | Mar - Jun 2019

**Creative Director (Contractor)**

- Worked for Facebook's AR/VR department's Portal product: wrote content videos, brainstormed package design concepts and POS.

**Mad Dogs & Englishmen** | San Francisco, CA | Dec 2014 - Mar 2019

**Partner + Creative Director**

- Co-owned and ran the agency. Oversaw and created content for Vionic Shoes, UC Berkeley, Twitter, College Track and Blue Headphones.

**Freelance Creative** | San Francisco, CA | Jul 2011 - Dec 2014

**Creative Director, Art Director + Writer**

- Hired gun for agencies and D2C. Goodby Silverstein & Partners, Wieden + Kennedy, AKQA, Chiat/Day, Nest, Team One Detroit, Ogilvy, The Community. Specialized in broad overarching ideas and brand missions.

**BBDO|SF** | San Francisco, CA | Sep 2007 - Jun 2011

**SVP Executive Creative Director**

- Ran a 22-person creative department, overseeing integrated campaigns for Comcast Sports Bay Area, SF Zoo, Eset Anti-Viral Software, California Lottery, Goodwill, Gallo Wines and Spirits, Harrah's Casino, göt2b Hair Products and all new business pitches.

**Publicis & Hal Riney** | San Francisco, CA | May 2004 - Jul 2007

**SVP Executive Creative Director**

- Oversaw all creative thinking on Sprint, Altoids, Wellpoint Insurance, AAA, Foster's Wines (Beringer, The Little Penguin and Rosemount Brands), Vlasic Pickles, 24 Hour Fitness and all new business projects.

**Goodby, Silverstein & Partners** | San Francisco, CA | Sep 2001 - May 2004 (also there from 1995 - 1999)

**Creative Director**

- Consistently created award-winning campaigns for Emerald Nuts, Saturn, Michelob, Budweiser, Specialized Bikes, HP, Match.com, Nike, Dreyer's Ice Cream as well as many new business pitches.

**TBWA/Chiat/Day SF** | San Francisco, CA | Jun 1999 - Sep 2001

**Creative Director**

- Oversaw and created work for Levi's, Playstation, Omnisky and new business.

## EDUCATION

**School of Visual Arts** | New York, NY

**Bachelor of Arts in Advertising and Design**

## INTERESTS

Collector and player of Ukuleles; avid skateboarder and promoter of the sport for decades; and making terrible paintings.